



# Call for Entries Communications Review WHPRMS Annual Conference

Materials Due: July 31, 2009

# Have You Hit Your Healthcare Marketing Target?



## The Communications Review Program offers WHPRMS members multiple benefits including:

- Written critique/feedback for each entry from a panel of judges.
- Recognition of award recipients during ceremony at the WHPRMS Annual Conference.
- Certificates for Awards of Merit.
- Plaques for Awards of Excellence.
- Crystal statue for Judges' Choice Awards.
- Special recognition for the entry receiving the Carol Mehlberg Award. This award is presented to the entry chosen from the five Judges' Choice Awards that most effectively demonstrates thorough planning and execution as well as creativity and innovation. The award is named in honor of Carol Mehlberg, a WHPRMS member who was instrumental in establishing the Communications Review program and strengthening the organization. Mehlberg died from cancer in 1977.

## General Information

- Communications Review is open to all WHPRMS members who are employed by healthcare providers or allied firms. Associate members (agencies and consulting firms) may submit entries on behalf of WHPRMS member clients. Entrants must be WHPRMS members prior to Communications Review entry submission.
- The fee is \$50 per submission and must be included with entries. Please send one check payable to WHPRMS to cover all entries.
- The project must be completed between July 1, 2008, and July 1, 2009, to be eligible. Because judging is results-oriented, you may wish to enter the 2009 program if results will not be fully realized by July 1, 2009.
- Any entry submitted in a previous year is not eligible, regardless if it did or did not receive an award, and will be disqualified.
- WHPRMS members may enter projects created with the assistance of outside vendors (such as agencies and freelance professionals) as long as the member played a role in the development and implementation of the project. Clearly state the member's involvement in the narrative.
- Projects may not be entered in more than one category. Pick the one category that best describes the project. Only pieces of a project may be entered in another category. For example, an invitation from a PR project may be entered under direct mail. A separate narrative must be included for each project.

# Communications Review



## Entry Instructions

Please follow these instructions carefully. Incomplete entries will be disqualified and entry fees will not be refunded.

- Send completed entry materials and one check for all entries – made payable to WHPRMS – to:  
Tom Weaver  
WHPRMS Communications Review  
Ministry Health Care-Marketing, PR and Communications  
404 South Third Avenue  
Wausau, WI 54401
- If your organization is submitting several entries, they do not need to be packaged separately. However, WHPRMS will not assume responsibility for lost or damaged entries. WHPRMS will not formally acknowledge receipt of entries. Do not send entries to WHA; entries sent to WHA will be disqualified.
- Entries must be postmarked on or before Friday, July 31, 2009.
- Materials must be submitted in a three-ring binder, pocket folder or envelope (up to 10" x 13"). Larger materials may be folded, photographed or copied.
- If using a three-ring binder, audiovisual materials must be submitted in an envelope or in a sleeve. DVDs or CDs attached to the outside of entries with rubber bands are easily lost. Clearly label each component with the entrant's name, organization and category entered.
- Each entry should consist of two copies of the narrative and one set of supporting materials. The narrative must be completed using the format found in the next section. Securely attach the entry form to the outside of the binder, folder or envelope.
- In addition to the narrative and supporting materials, please provide a CD with a copy of your supporting materials. This will be used to produce the Communications Review Award Presentation. (We only need a PDF of the first page, if your entry has multiple pages.)
- Incomplete entry forms or narratives exceeding one page will be disqualified and will not be judged.
- Entries will not be accepted if payment is not included.
- Award recipients will be notified via e-mail by September 11, 2009.

## Entry Narrative

Each entry is awarded points for planning, implementation and results. Please answer the following questions on a separate sheet of paper. State the question first and then your response. Be succinct; limit your responses to one side of one 8.5" x 11" page with a minimum type size of 9 points and 1/2" margins on all sides. Submitting additional pages will result in disqualification. Judges do not live in Wisconsin, so be sure to add demographic information about your area as well as an explanation of local references if applicable.

1. Name, organization, name of entry, category.
2. What were the goals and objectives of this project?
3. Why were these goals important to the healthcare organization?
4. What were the demographics of your audience, and how many people were reached?
5. What was your budget and was it met?
6. Describe the steps taken to produce or create this entry, noting specifically the WHPRMS member's personal involvement.
7. How was the entry distributed? In the case of advertising, discuss the placement schedule and explain media selections. Web site entries may skip this question.
8. Describe your efforts to evaluate the effectiveness of the project and its results. Discuss the measurement of results, whether quantitative or qualitative.

## Judging Procedures

Each entry will be judged by a panel of out-of-state healthcare public relations and marketing professionals. The awards program places emphasis on planning, implementation and results rather than glitz and glamour. The judges will make their decisions according to a point system determined by the WHPRMS Board of Directors. Judges reserve the right to issue multiple awards in each category or no awards if entries fail to meet minimum point standards. Judges' written critiques will be returned with each entry.

Awards will be presented at the WHPRMS Annual Conference, and entries may be picked up after the awards program.

Unclaimed entries will not be returned.

# Communications Review Categories



## Internal Publications

Printed pieces (newsletters, brochures, posters, etc.) used to communicate to an internal audience. Entries must be submitted in one of the following subcategories:

- One-time publication – A publication produced either once annually or only once for a specific purpose.
- Series – A regularly scheduled publication, such as a newsletter or a limited series for a specific purpose.  
Submit at least two, but no more than four, consecutive issues in your entry packet. Indicate which division your entry falls under:
  1. Production costs of \$1,500 or less per issue.
  2. Production costs of more than \$1,500 per issue.

## Employee Communications Projects

Advertising campaign rollouts, special event promotions, educational offerings, anniversary celebrations, etc., implemented specifically for employees. One-time or series publications are not included in this category unless the publication is part of an overall employee communication initiative. Indicate which division your entry falls under:

1. Production costs of \$1,500 or less.
2. Production costs of more than \$1,500.

## External Publications

A publication used to communicate with external audiences (patients, community, etc.). These may include community benefit reports and annual reports. Entries must be submitted in one of the following subcategories:

- One-time publication – A publication produced either once annually or only once for a specific purpose.
- Series – A regularly scheduled publication, such as a newsletter or a limited series, for a specific purpose.  
Submit at least two, but no more than four, consecutive issues in your entry packet. Indicate which division your entry falls under:
  1. Production costs of \$7,500 or less per issue.
  2. Production costs of more than \$7,500 per issue.

## Direct Mail

Printed materials distributed by mail used to target a specific audience. Examples include invitations, service brochures, reply cards, etc. Routine publications, such as newsletters or external magazines should not be entered in this category. Indicate which division your entry falls under:

1. Production costs of \$2,500 or less.
2. Production costs of more than \$2,500.

## Media Relations

Interaction with news or trade media that resulted in positive coverage of the healthcare organization. Entries must be submitted in one of the following subcategories:

- Proactive media – A story, project or message pitched to the media, which the member controlled, and resulted in positive coverage for the healthcare organization.
- Reactive media – Crisis situations, unplanned events or media inquiries that have had an impact on the organization and were resolved through public relations techniques such as news releases, news conferences, interviews, etc. Entrants should outline the crisis challenge in the narrative.

## Public Relations Projects

Health screenings, anniversary celebrations, open houses, educational seminars, special events, contests, etc., designed to support specific services or those that use various methods of communication to reach a target audience. Indicate which division your entry falls under:

1. Production costs of \$5,000 or less.
2. Production costs of more than \$5,000.

## Community Collaboration/ Community Benefit Projects

Organizational programs designed to partner the institution with its community in resolving issues of access, cost, quality and/or healthcare prevention and wellness. This includes managing cooperative ventures in communities and implementing with other providers, community groups, etc. Programs should illustrate a demonstrable benefit for the target audience as well as the sponsoring organization.

# Communications Review Categories



## Print Advertising

A single advertisement or series (more than three) that promotes a healthcare facility, program or service and has appeared in a newspaper, magazine or other print medium, including billboard, may be entered in this category. The ad(s) must have first appeared in the media after July 1, 2008. Do not enter newspaper supplements in this category. (They should be submitted in the External Publications.) Use only creative and production costs in determining the appropriate division to enter. Do not include media placement costs. Entries must be submitted into one of the following subcategories:

- Single ad – Please indicate which division your entry falls under:
  1. Production costs of \$500 or less.
  2. Production costs greater than \$500.
- Series – Three or more ads. All series entries will be judged in one division.

## Radio Advertising

Advertising time purchased on radio stations other than for personnel recruitment or public service announcements is eligible for this category. No distinction will be made between 10-, 20-, 30- or 60-second messages and the commercial(s) must have first aired after July 1, 2008. In addition to entry narrative, submit one copy of the script(s) and one audio CD of the finished spot(s). Series of ads may be placed on the same CD. If submitting multiple entries in this category, please submit a separate CD for each entry. Entries must be submitted into one of the following subcategories:

- Single ad – Please indicate which division your entry falls under:
  1. Production costs of \$500 or less
  2. Production costs of more than \$500
- Series – Three or more ads. All series entries will be judged in one division.

## Television Advertising

Single television advertisements or a series of three or more promoting a facility, program or service should be entered in this category. The commercial(s) must have first aired after July 1, 2008. Use only creative and production costs in determining the appropriate division to enter. Do not include the cost of the media buy. In addition to entry narrative, submit one copy of the script(s) with one DVD of the finished spot(s). Series of ads may be placed on the same DVD. If submitting multiple entries in this category, please submit a separate DVD for each entry. Entries must be submitted into one of the following subcategories:

- Single ad – Please indicate which division your entry falls under:
  1. Production costs of \$5,000 or less.
  2. Production costs of more than \$5,000.
- Series – Three or more ads. All series entries will be judged in one division.

## Total Advertising Campaign

Any campaign relying solely on paid advertising and sales promotion techniques in two or more mediums may be entered in this category. Examples include radio, TV and print (including billboards) advertising. At least two-thirds of the project must have been completed between July 1, 2008, and July 1, 2009, with most results realized. Indicate which division your entry falls under:

1. Total production costs of \$30,000 or less.
2. Total production costs of more than \$30,000

## Billboard/Outdoor Transit

A single advertisement or series (three or more) that promote a healthcare facility, program or service and has appeared on billboard or outdoor transit (including shelters, wraps and interior placards) may be entered in this category. The ad(s) must have appeared in the market after July 1, 2008. Use only production costs in determining the appropriate division to enter. Do not include the poster or media placement costs. Entries must be submitted into one of the following subcategories: Indicate which division your entry falls under:

1. Production costs of \$500 or less
2. Production costs greater than \$500

# Communications Review Categories



## Integrated Marketing Campaign

A marketing program using multimedia tactics - paid and unpaid. Promotion of an event should not be entered here. (See PR Project or Community Collaboration.) Examples include direct mail, news releases and media relations, radio, TV and print advertising. The campaign must demonstrate achievement of marketing excellence through research, measurable campaign objectives, concise strategies, implementation, evaluation and achievement of measurable results.

## Web Site Design and Development

A Web site designed (or extensively redesigned) and developed between July 1, 2008, and July 1, 2009, and currently accessible on the Internet. Entries will be judged on creativity, complexity and user-friendliness, as well as the quality of information provided. Please note all outside assistance clearly in your entry narrative (answering all questions except No. 7).

## Electronic Media

Entries in this category include tutorials, demos, electronic publications, documentation programs, etc. that are accessed via computer hard drive or CD-ROM.

## E-Marketing

E-marketing includes any outbound e-mail marketing program, including e-zine publications, surveys, etc., that are exclusively e-mailed to consumers or other target audience.

## Writing

Any article that was published or any editorial, speech or other written material used to further the healthcare organizations mission is eligible for this category. Entries must be submitted in manuscript form (typed and double-spaced). Each entry must include a copy of the written material as it was published or, in the case of a speech, the date and location of presentation.

## Logo/Corporate Identity

Entries must include a copy of the original art and representative samples of how it has been used.

## Video Production (non-commercial)

Videos created primarily for a specific non-commercial audience (for example patient education, employee orientation, medical education, recruitment, community relations) should be entered in this category. Entries will be judged on their ability to support stated marketing and public relations goals. Judges will look for creative concepts, professional execution and clearly stated results through the use of the video production. In addition to entry narrative, submit one copy of the script and provide a DVD copy of the production. Indicate which division your entry falls under.

1. Video production of 12 minutes or less in length.
2. Video production of more than 12 minutes in length.

## Social Media

Who are the rock stars of social media? Does your facility have a must-read blog, are you all over Twitter, or do you dig Digg? This category is for any healthcare organization that feels it deserves recognition for excellence in how you use social media tools. Include your best use of blogs, podcasts, Digg, Facebook, Flickr, LinkedIn, MySpace, Twitter, Wiki, YouTube or any other social media avenue. Be sure to explain how you used it, the purpose and the results.

# Communications Review Entry Form



Please complete this form and securely attach it to the front of your entry. If you are submitting more than one entry, please print and use multiple copies of this form.

Entry title

Entrant's name / title (If agency, then sponsoring client's name / title)

Entrant's e-mail address

Telephone

Healthcare organization

Address

City

State

ZIP

CEO's name (Include address if different from above)

Name Organization

Address

City

State

ZIP

Including yourself, list project team members as they should appear on plaques and certificates (limit to four):

1.

2.

3.

4.

**For agency-prepared entries only:**

Agency name

Person preparing entry

Agency address

City

State

ZIP

Telephone

Please check the circle of the category of your entry

**Internal Publications**

- One-time publication
- Series < \$1,500
- Series > \$1,500

**Employee Communications  
Projects**

- < \$1,500
- > \$1,500

**External Publications**

- One-time publication
- Series < \$7,500
- Series > \$7,500

**Direct Mail**

- < \$2,500
- > \$2,500

**Media Relations**

- Proactive
- Reactive

**Public Relations Projects**

- < \$5,000
- > \$5,000

**Community Collaboration/  
Community Benefit Projects**

**Print Advertising**

- Single Ad < \$500
- Single Ad > \$500
- Series

**Radio Advertising**

- Single < \$500
- Single > \$500
- Series

**Television Advertising**

- Single Ad < \$5,000
- Single Ad > \$5,000
- Series

**Total Advertising Campaign**

- < \$30,000
- > \$30,000

**Billboard/Outdoor Transit**

- < \$500
- > \$500

**Integrated Marketing Campaign**

**Web Site Design and Development**

**Electronic Media**

**E-marketing**

**Writing**

**Logo/Corporate Identity**

**Video Production (non-commercial)**

- < 12 minutes
- > 12 minutes

**Social Media**